

## Recommended Tactics to Reach

# THE LATINO SHOPPER

- All Latinos are not alike. Analyze your audience target to determine their country of origin, acculturation, education, and income levels. This will help you offer culturally relevant products and materials.
- Ensure your produce department carries items that are relevant for your shoppers. It is not enough to stock a few chiles and some plantains and say that you have a Hispanic produce section.
- Make sure food demonstrations feature culturally relevant items that are prepared appropriately.
- Provide information to the shopper on how many servings a particular product might yield. A 16-oz. bag of frozen vegetables may usually yield 2 1/2 cups, or about 5 half-cup servings. The same advice can be provided for bagged produce and large items such as melons or cabbage.
- Provide mothers with tools to teach children about healthy eating. Helping mothers increase their children's consumption of healthy food is useful, relevant, and appealing. The *5 a Day Campaign* has informational and motivational tools in English and in Spanish to instill healthy habits in children.
- A good meal is tied to Latinas' self identity. These shoppers want ideas on how to prepare fruits and vegetables. The



*California 5 a Day Retail Program* has cookbooks and recipe cards that are bilingual and contain meal ideas especially for California's Hispanic population. Seasonality and serving size guides also are available and free to qualified retailers.

- Many Latinas shop with their families, so creating ways to involve children in food selection and preparation is appreciated. Fruits and vegetables that are presented in an appetizing or fun and easy to eat manner are more popular with children.



- Spoilage is a concern for Latino shoppers, who tend to avoid canned and frozen fruits and vegetables. Encouraging trial of canned or frozen alternatives could mitigate spoilage problems.

- Latino shoppers want relevant, actionable advice. Remember to provide specific solutions to specific problems. What fruits and vegetables are best for a growing child? For overall health? For diabetes, high blood pressure, or heart disease? Give suggestions and ideas about how to target these problems.

- Provide solutions, including how to determine a serving, culturally relevant preparation ideas, benefits of certain foods for specific diseases or conditions, etc.

